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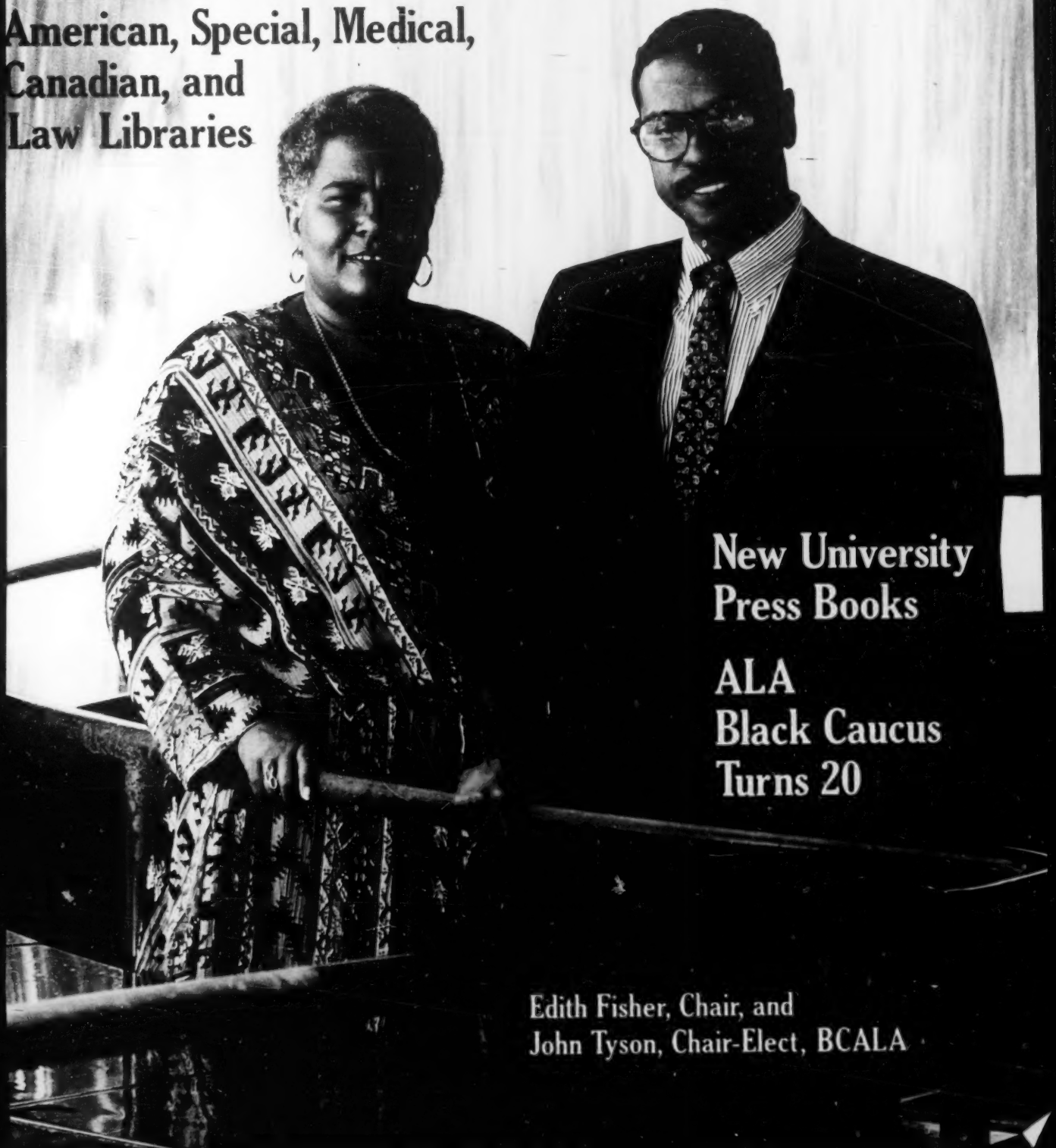
LIBRARY JOURNAL

AUGUST 1990

A CAHNERS/R.R. BOWKER PUBLICATION

The 1990 Association Conferences:

American, Special, Medical, Canadian, and Law Libraries



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LIBRARY

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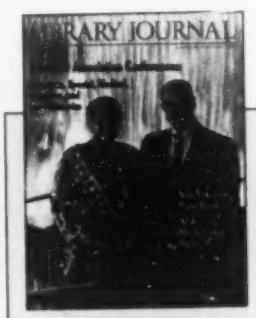

Chair Fisher and Vice-chair Tyson of the Black Caucus of the American Library Association, which celebrated its 20th anniversary in Chicago. Conference coverage begins on page 34.

PHOTOGRAPH BY STEVE LEONARD

August 1990

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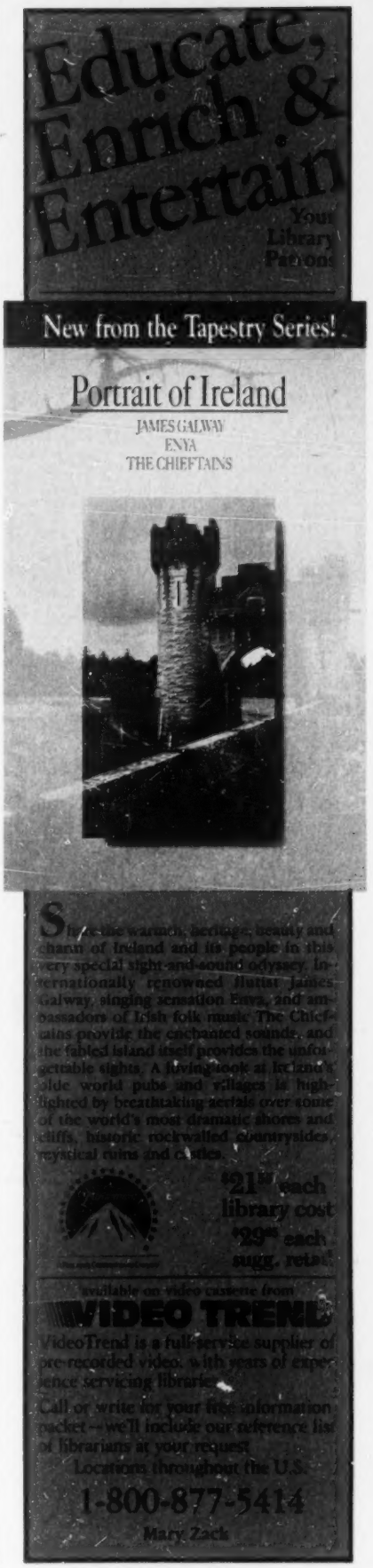


LIBRARY MARKET OUTLOOK

BY DEBORAH SELSKY

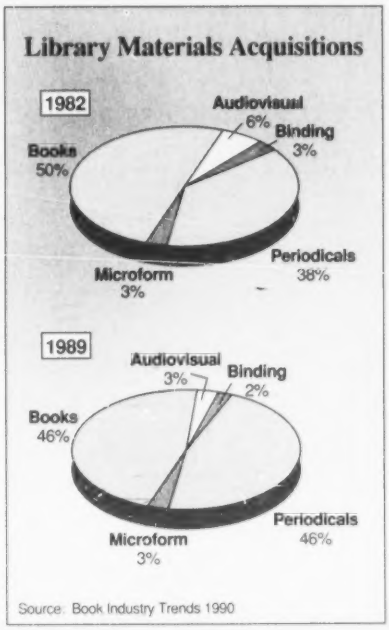
Libraries Expected To Spend $4.5 Billion on Materials in 1990

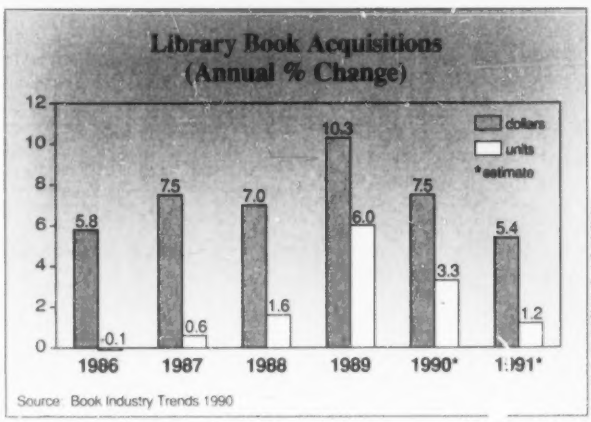
Recently released data from the Book Industry Study Group (BISG) show libraries spent over $4.1 billion on materials last year—10.3% more than the previous year.

It is interesting to note that the actual 1989 increase was more than 1% higher than predicted by BISG in 1988. In that same year, they forecast a 9% increase in 1990, a forecast that has since been lowered to 7.5%. Some analysts feel that even the 9% forecast for 1990 growth in library materials budgets is low. One possible reason for this is that the forecasts are based on budget projections by libraries that actually spend more later, either from funds reallocated from within those budgets, or from funds acquired in addition to budgeted appropriations.

Since 1982, materials expenditures by libraries have grown at an average annual pace of 8.6%. Included in these tabulations are all public, academic, special, and school libraries.

Of the total materials expenditures in 1989, 46% was spent on books, 46% on periodicals, and the remainder on audiovisual, microform, and binding materials. This represents a significant change from 1982, when over 50% of expenditures went toward books and 38% was spent on periodicals.





CHARTS BY ANNABELLE CARTER

Price relativity

These changes, however, are more reflective of changes in relative prices, as the prices of periodicals have grown faster than book prices over the past decade. From 1982 to 1989, periodical prices grew an average of 9.6% per year. Book prices, on the other hand, increased an average of 5.4% per year.

Book purchases by libraries increased 10.3% last year to $1.87 billion. From 1982 to 1989, book expenditures grew an average of 7% per year. In terms of actual units, however, library book purchases increased only 0.5% per year over this period. But 1989 was an especially good year as libraries bought 120 million books—6% more than the year before.

Library expenditures on books represent nearly 9% of all publishers' sales. Excluding textbooks, which are sold primarily to schools and college bookstores, libraries comprise 13% of all publishers' hardcover book sales.

The library book picture

More than one-third of the books bought by libraries last year were bought by public libraries—higher than the 30% bought by public libraries in 1982. Over this seven-year period, public libraries increased their book expenditures by an average 9.1% per year, more than the 9% annual increase in total materials expenditures.

Book budgets of all other types of libraries grew at a slower pace than overall materials expenditures. As a result, public libraries gained a higher share of all library book spending in 1989, while other types of libraries decreased their share. In 1989, school libraries represented 28% of all book purchases, special libraries 22%, and academic libraries 16%.

Book-buying estimates

Projections by BISG estimate that all libraries will purchase an additional 2.7 million books per year through 1994. Public libraries will buy one million more books per year, while academic, special, and school libraries will increase their book purchases by $400,000, $700,000, and $600,000, respectively.

Total materials expenditures are expected to increase at an average annual pace of 8.7% for the next five years. Expenditures on books will grow 6.9% per year. Libraries will spend nearly $4.5 billion on materials by the end of this year, including $2 million on books.

Deborah Selsky is an economist with Cahners Economics, which provides industry analyses and forecasting services for the markets its magazines serve

CALENDAR

Dun & Bradstreet Online Training Sessions, Midcontinental/Pacific Northwest Medical LA

AUGUST

21—Dun & Bradstreet Online Training Sessions, Cleveland; **August 23**, Detroit; **September 6**, New York; **September 18**, Toronto; **September 21**, Montreal; **September 26**, Chicago. Fee: Free. Seminars are on first come, first served basis. To register, call 800-233-1026.

SEPTEMBER

19-22—Midcontinental and Pacific Northwest Chapters Medical Library Association, Seattle. Theme: "Coming of Age in the 21st Century." Contact: Kerry Skidmore, HCA St. Mark's Hospital, Library Services, 1200 E. 3900 S., Salt Lake City, UT 84124; 801-268-7004.

25-28—Association of Research Libraries, Office of Management Services Basic Management Skills Institute, Philadelphia. Contact: OMS, ARL, 1527 New Hampshire Ave. NW, Washington, DC 20036; 202-232-8656.

OCTOBER

2-5—Association of Research Libraries' Library Analytical Skills Institute, Toronto. Focuses on the skills needed for sound planning and decision-making in the complex world of today's library organizations and operations. Fee: $425, ARL members; $475, nonmembers. Contact: OMS, ARL, 1527 New Hampshire Ave. NW, Washington, DC 20036; 202-232-8656.

6—The 1990 National Storytelling Festival, Mill Spring Park, Jonesborough, Tenn. Guest storytellers include: The Folktellers, Ray Hicks, Louis Killen, Ed Stivender, and Luisah Teish. Preregistration is encouraged. Admission: $5 for adults, $4 for children, free for children 6 and under. Group and family rates available. Contact: National Association for the Preservation of Storytelling, PO Box 309, Jonesborough, TN 37659; 615-753-2171.

11-12—The Northeast Document Conservation Center and the New England Museum Association Two-Day Seminar, Peabody Museum, Salem, Mass. Theme: "Considering Conservation in the Design of Museums." The agenda will cover: developing an architectural program, mediating between collections conservation and design needs, consultant and project management, and avoiding the pitfalls of a defective physical plant. Seminar faculty include Chien Chung Pei. Associate Partner, I.M. Pei and Partners; Karen Motylewski, NEDCC's Director of Field Services; Arthur Beale, Director of Conservation Research, Boston Museum of Fine Arts; Peter Fetchko, Director, Peabody Museum of Salem; and William Leisher, Chief Conservator, Chicago Institute of Art. Contact NEMA at 617-720-1573.

17-19—The Online Audiovisual Catalogers Conference, Holiday Inn Rochester South, Rochester, N.Y. Theme: "Technology: Friend or Foe?" Registration fee: $65 for OLAC members; $75 for nonmembers; after August 15 add an additional $10. Contact: Sheila Smyth, Lorette Wilmot Library, Nazareth College of Rochester, PO Box 10996, Rochester, NY 14610-0996; 716-586-2525, x455.

28-30—32nd Allerton Institute, Allerton Park, Monticello, Ill. Theme: "Evaluation of Public Services and Public Services Personnel." Registration fee: $350, includes room, meals & conference registration expense. Contact: Annetta Holt, 217-333-3280.

NATIONAL/ INTERNATIONAL

American Association of Law Libraries: New Orleans, Jul. 21-24, 1991.

American LA: Atlanta, Jun. 29-Jul. 4, 1991; **Midwinter:** Chicago, Jan. 12-17, 1991.

American Society for Information Science: Toronto, Nov. 4-8

ACRL Rare Books and Manuscripts Section: Cambridge, England, Sept. 5-8.

British LA Conference and Exhibition: Brighton, United Kingdom, Sept. 4-7.

Canadian LA: Montreal, Jun. 2-5, 1991.

Guadalajara International Book Fair: Guadalajara, Mexico, Nov. 24-Dec. 2.

International Congress on Medical Librarianship: New Dehli, India, Sept. 24-28.

International Federation of Library Associations and Institutions: Stockholm, Sweden, Aug. 18-24.

Music Library Association 60th Annual Conference: Indianapolis, Feb. 13-16, 1991.

Public LA: San Diego, Mar. 20-23, 1991.

Society of American Archivists: Seattle, Aug. 30-Sept. 3.

Special Libraries Association: San Antonio, Tex., Jun. 8-13, 1991.

White House Conference on Library and Information Services: Washington, D.C., Jul. 9-13, 1991.

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